



Collier County

COMMUNITY HEALTH IMPROVEMENT PLAN ANNUAL PROGRESS REPORT

2019

Ron DeSantis
Governor

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In Collier County

Introduction

The Collier County Community Health Improvement Plan (CHIP) Annual Report presents a summary of the progress made in 2019 toward the objectives in the 2017-2019 CHIP. The CHIP priorities and objectives are set collaboratively by the Florida Department of Health in Collier County and numerous community organizations that work together to accomplish them. This report provides a listing and status of the goals and objectives that were implemented during 2019, and a summary of the final results from this three-year CHIP cycle. While the CHIP is a community-driven and collectively owned health improvement plan, the Florida Department of Health in Collier County (DOH-Collier) is charged with providing administrative support, tracking and collecting data, and reporting results to the community.

CHIP Priorities and 2019 Annual Review

The 2017-2019 CHIP priorities were established in 2016 by the Leadership for Community Health Improvement Planning (LCHIP) Committee. DOH-Collier facilitated the CHIP process by using the National Association of City and County Health Officials Mobilizing for Action through Planning and Partnership (MAPP) strategic planning model. Subject matter experts from a diverse group of partner organizations along with other community members participated in the four assessments specified in the MAPP process. Individually, the assessments yielded in-depth analyses of factors and forces that impact population health. When analyzed together, the assessment findings provide a comprehensive view of health and quality of life in Collier County. These findings were compiled into a full report known as the Collier County Community Health Assessment (CHA).

DOH-Collier presented the CHA findings to the LCHIP Committee, which comprised a diverse group of community leaders representing 12 organizations. The LCHIP Committee set priorities through a facilitated consensus process by looking for cross-cutting strategic issues that emerged from the four assessments with significant weight given to the community health priority rankings in the community themes and strengths assessment. The committee reached consensus on two strategic issue areas: Obesity and Behavioral Health, which are referred to as Healthiest Collier Objectives. Table 1 presents a summary of the Healthiest Collier Objectives and goals.

Table 1: 2017-2019 Collier County CHIP Healthiest Collier Objectives and Goals

Healthiest Collier Objective	Goals
Obesity	1. Increase the initiation, duration and exclusivity of breastfeeding
	2. Make healthier choices easier for students
	3. Long, Healthy Life for infants and toddlers
	4. Long, Healthy Life for adults
	5. Raise well-being in SWFL through a comprehensive approach to health improvement.
	6. Share effective strategies and messages that support healthy behaviors.
	7. Promote all aspects of health and wellness for seniors.
Behavioral Health	8. Promote emotional, psychological and social well-being programs.

The Executive Committee for Community Health Improvement Planning (formerly LCHIP Committee) monitors progress of the CHIP. Members of the committee report data and status updates for their objectives to DOH-Collier quarterly. The committee met twice in 2019 and completed two updates by email. On January 16, 2020 the committee met to conduct its annual review for 2019 and to set the direction for the 2020-2022 CHIP.

Because this was the annual review session for the final year of the three-year cycle, members reported on the results of their 2017-2019 objectives by describing baseline and 2019 year-end data, the percent improvement over the three years, and the status of the program or strategy related to their objectives.

2019 Progress and 2020 Revisions

There are no revisions for 2020 because a new CHIP is in development and will be published in the spring of 2020. It will contain new goals, strategies, and objectives selected by the Executive Committee for Community Health Improvement Planning and based on the findings of the 2019 Collier County Community Health Assessment.

Table 2 provides the results of progress made on the 2017-2019 CHIP objectives that were monitored in 2019. These results were reported by the executive committee members at the January 16, 2020 annual review meeting.

Table 2: 2019 Collier County CHIP Objectives Results and Comments

Cells shaded green indicate 2019 target was met or exceeded						
Objective	Lead Agency	Base-line	Target	2019	% Change	Status & Comments
1.1.A. Double breastfeeding friendly childcares	DOH-Collier	3	12	11	267%	▲ Completed Current strategies will continue to certify all 15 childcare providers in the county
1.1.B. Increase delivering mothers breastfeeding	NCH	35%	60%	80%	129%	▲ Completed The strategy used is now standard practice
1.1.C. Maintain NICU mothers breastfeeding	NCH	94%	95%	94%	0%	On Track The measure fluctuated above and below the target during the three-year timeframe. The strategies used are now standard practice.
1.1.D. Increase breastfeeding mothers in the Collier County WIC program (26-52 weeks)	DOH-Collier	40.6%	45%	35.6%	-12.3%	▲ On Track This measure saw significant improvement from 2018 - 2019. The new strategies will continue.
2.1. Increase the number of Blue Zones approved schools by three per year	Blue Zones	10	28	24	140%	▲ On Track Current strategies will continue to approve all schools in the county

Cells shaded green indicate 2019 target was met or exceeded						
Objective	Lead Agency	Base-line	Target	2019	% Change	Status & Comments
2.2. Add "Kids on the Go" program to at least one school per year.	NCH Safe and Healthy Children's Coalition	15	28	28	87%	▲ Completed The program will continue in all schools
3.1 Decrease the percentage of overweight/obese children in the Collier County WIC program.	DOH-Collier	34.8%	34.5%	37.7%	8.3%	▲ Decision Required New strategies are being considered by program managers
3.2 At least 20 participants complete the Healthy Kids Health Future child care training program per year.	DOH-Collier	0	20	30	3000%	▲ Completed A new, conference approach was successful in 2019 and will continue in the future
4.2. Engage 10 FBO's to become Blue Zones approved.	Blue Zones	1	15	13	1200%	▲ On Track Current strategies will be implemented to meet and exceed the target
5.1.A. Raise well-being in SWFL through a comprehensive approach to health improvement.	Blue Zones	3%	40%	44%	1367%	▲ Completed The current strategy will be implemented to meet the 8-year target of 70%
5.1.B. Create a Park Rx program based on the national Park Rx Initiative (# of partners)	Collier County Parks and Recreation	0	5	3	300%	▲ On Track The current strategy will be implemented to meet or exceed the target. The program is known as "Recommended Remedy"
6.1. Collier County Parks & Recreation include passive nutrition education near vending machines (# of parks)	Blue Zones	0	4	8	800%	▲ Completed The strategy used is now standard practice
6.2. All three Collier County governments adopt a complete streets policy into their code of laws and ordinances	Blue Zones	0	3	2	200%	▲ On Track The current strategy will be implemented to meet the target
6.3. Worksites in Collier County become Blue Zones approved.	Blue Zones	12	25	40	233%	▲ Completed The strategy used is now standard practice

Cells shaded green indicate 2019 target was met or exceeded						
Objective	Lead Agency	Base-line	Target	2019	% Change	Status & Comments
7.1. Maintain current level of programming in senior centers on nutrition, exercise, and general health (# of sessions).	Naples Senior Center	10	100	180	1700%	▲ Completed The strategy used is now standard practice
8.1.A. Providers have patient self- report mental health screening tools and local mental health resource list.	NAMI of Collier County	0	50	0	0%	On Track A similar objective is included in the 2020-2022 CHIP
8.1.B. Mental health peers in medical settings provide patient education and resources.	NAMI of Collier County	0	80	0	0%	On Track A similar objective is included in the 2020-2022 CHIP
8.1.C. Information and resources posted on electronic sites used by medical professionals.	NAMI of Collier County	0	4	5	500%	▲ Completed The strategy used is now standard practice
8.1.D. Educational sessions provided to community on signs and symptoms, resources (# participants)	NAMI of Collier County	0	15	44	4400%	▲ Completed The strategy used is now standard practice

Trend and Status Descriptions

*Trend Descriptions:

- ▲ = Data trend is upward and in the desired direction for progress
- ▼ = Data trend is downward and in the desired direction for progress
- ▲ = Data trend is upward and in the undesired direction for progress
- ▼ = Data trend is downward and in the undesired direction for progress

**Status Descriptions:

- **On Track** = Objective progress is exceeding expectations or is performing as expected at this point in time
- **Not on Track** = Objective progress is below expectations at this point in time
- **Decision Required** = Objective is at risk of not completing/meeting goal. Management decision is required on mitigation/next steps.
- **Completed** = Objective has been completed or has been met and the target date has passed
- **Not Completed** = Objective has not been completed or has not been met and the target date has passed

Accomplishments

The 2017-2019 CHIP focused on two public health issues referred to as the Healthiest Collier Objectives. Those issues are obesity and behavioral health. For the Healthiest Collier Objective of Obesity, the CHIP goals and strategies were segmented by age groups: infants and toddlers, school-aged children, adults, and older adults.

For the school-aged children segment, the CHIP workgroup focused on expanding two existing programs that were successful in a couple of schools to the entire school system. These programs addressed obesity in school-aged children by implementing physical activity and wellness initiatives in the schools. Table 3 summarizes the goal, strategies, and objectives and lists the community partners that implemented the programs.

Table 3: Goal, Strategies, Objectives and Community Partners for the Healthiest Collier Obesity Objective 2 (school-aged children).

Healthiest Collier Obesity Objective 2				
Goal: To make healthier choices easier for students.				
Strategy 2.1: Encourage schools to implement and maintain healthy lifestyle initiatives leading to Blue Zones approval				
Why this is important to our community:				
Schools that obtain Blue Zones approval demonstrate a commitment to providing a learning environment that supports wellness, nutrition and an active lifestyle through a variety of initiatives involving students, staff, and families.				
Lead: Collier County Public Schools (CCPS)		Key Partners: CCPS Benefits and Wellness, School staff, School Wellness Champions; Blue Zones Project of SWFL		
Objective	Baseline	Target	2019	% Change
2.1. Increase the number of Blue Zones approved schools by three per year	10	28	24	140%
Strategy 2.2: Increase access to and participation in Kids on the Go running clubs.				
Why this is important to our community:				
Regular physical activity before or after school can produce long term health benefits.				
Lead: Collier County Public Schools		Key Partners: School staff, Wellness Champions, NCH Safe and Healthy Children's Coalition of Collier County and UF Extension		
Objective	Baseline	Target	2019	% Change
2.2. Add "Kids on the Go" program to at least one school per year.	15	28	28	87%

At the end of 2019, there were 24 Blue Zones approved schools and all 28 Collier County Public Schools had an active Kids on the Go! program. The impact of these two programs complementing each other in the schools is that the vast majority of school-aged children in Collier County have access to healthy vending options, nutrition and wellness education, physical education as part of the school curriculum, and opportunities for physical activities before and after school within the safe confines of their school grounds.

To monitor progress for this Healthiest Collier Obesity Objective, the CHIP Executive Committee chose the rate of middle and high school students who are obese as the public health indicator. This indicator is generated from the results of the Florida Youth Tobacco Survey, which is conducted every two years. Table 4 presents the data for this indicator from 2012 to 2018 and shows that from 2016 to 2018 there was a 13% decrease.

Table 4: Population Health Status Indicator for Healthiest Collier Obesity Objective 2

Indicator	Baseline (Data Year)	(Data Year)	Current (Data Year)	% Change
Collier County middle and high school students who are obese	9.8% (2012)	12.7% (2016)	11.0 (2018)	-13%

Data Source: Florida Youth Tobacco Survey (FYTS)

Because this is not experimental data, it is not possible to assign cause and effect to these results. Anecdotally, however, it is very likely that the programs implemented for this CHIP initiative impacted the health improvement demonstrated by this indicator. As a comparison, the rate of middle and high school students who are obese in the State of Florida increased in the same time period from 13% to 13.9%, while nationally, the rate went from 13.9% to 14.8% (data from CDC is in odd-numbered years and is only high school students).

These accomplishments are a wonderful demonstration of what can be achieved through community-wide planning and collaborative programming. They were successful because key partners in the community made a commitment to accomplishing the goals, communicated with each other effectively, and established strong partnership agreements that set up systems and protocols for implementation of the programs.

Conclusion

The CHIP serves as a roadmap for continuous health improvement in Collier County. The Executive Committee for Community Health Improvement Planning monitors progress of the CHIP objectives and reviews and evaluates them annually. At the end of each three-year cycle, DOH-Collier convenes community partners to establish priorities, goals, strategies, and objectives for the new cycle. This report summarizes the progress made in 2019 toward the objectives in the 2017-2019 CHIP and presents the results of each objective over the three-year cycle. These results demonstrate that by working together, we can have an impact on improving community health and making Collier County the healthiest county in the nation to live, learn, work, and play.

The 2020-2022 CHIP is in development and scheduled for publication in March of 2020. The health priorities selected for the new CHIP include:

- Mental Health and Substance Abuse
- Chronic Diseases
- Access to Care
- Health of Older Adults

The goals, strategies, and objectives in the 2020-2022 CHIP will address these priorities.

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Appendix A: CHIP Annual Review Meeting Agenda

Mission: To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.		Ron DeSantis Governor Scott A. Rivkees, MD State Surgeon General
Vision: To be the Healthiest State in the Nation		

Florida Department of Health in Collier County
Executive Committee for Community Health Improvement Planning
 3339 Tamiami Trail East, Building H
 Room 206
 January 16, 2020
 2:30-4:00pm

AGENDA

Meeting Purpose: To develop, implement, monitor progress, and review the Collier County Community Health Improvement Plan (CHIP) and the Collier County Community Health Assessment (CHA)

Topic	Facilitator	Time (Minutes)
Welcome, Introductions, and year-end reports on 2019 objectives	Stephanie Vick John Drew	40
Executive Committee for 2020-2022 CHIP	Stephanie Vick	10
Review and approval of new CHIP goals, strategies, and objectives	John Drew	20
Collier County Community Health Improvement Plan Logo	John Drew	10
Adjourn	Stephanie Vick	5
Total time estimated		85

Florida Department of Health in Collier County Office of the Administrator, Stephanie Vick, M.S., B.S.N., RN 3339 E. Tamiami Trail, Suite 145 • Naples, Florida 34112-4961 PHONE: 239/252-5332 • FAX 239/774-8653 www.Collier.FloridaHealth.gov	 Accredited Health Department Public Health Accreditation Board
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Appendix B: CHIP Annual Review Meeting Minutes and Attendance

Mission: To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.		Ron DeSantis Governor Scott A. Rivkees, MD State Surgeon General
Vision: To be the Healthiest State in the Nation		

Florida Department of Health in Collier County
Executive Committee for Community Health Improvement Planning
 3339 Tamiami Trail East, Building H, Room 206
 January 16, 2020
 2:30-4:00pm

Minutes

Meeting Purpose: To develop, implement, monitor progress, and review the Collier County Community Health Improvement Plan (CHIP) and the Collier County Community Health Assessment (CHA)

Topic	Summary
Welcome, Introductions, and year-end reports on 2019 objectives	<p>Stephanie Vick welcomed everyone and thanked them for participating.</p> <p>John Drew facilitated reporting on final results of the 2017 - 2019 CHIP objectives by going through the list of objectives and asking the representative from the lead agency to introduce themselves and report on the status of the objective.</p> <p>A summary of the results will be reported in the 2019 CHIP Annual Progress Report.</p>
Executive Committee for 2020-2022 CHIP	<p>Ms. Vick discussed the reorganization of the committee structure in which there will be a steering committee and workgroups. There is an open discussion within the Blue Zones steering committee about the possibility of bringing CHIP oversight under their purview. Further discussion will take place at the next meeting.</p>
Review and approval of new CHIP goals, strategies, and objectives	<p>John Drew reviewed the currently drafted CHIP goals, strategies, and objectives for 2020-2022. Several additions were made to workgroup partner lists. Also, some informative discussions took place regarding the draft objectives, which will be continued in the workgroup meetings.</p> <p>John Drew informed the members that DOH-Collier facilitators will contact workgroup members within the next couple of weeks to schedule initial workgroup meetings.</p>
Collier County Community Health Improvement Plan Logo	<p>Two <i>Healthy Collier</i> logo samples were sent by email prior to the meeting, but the voting resulted in a tie. Some suggestions were made to improve the logo by combining some pieces of each sample. New samples will be distributed to the committee for consideration.</p>
Adjourn	<p>Ms. Vick adjourned the meeting at 3:50 pm.</p>

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Attendance

Name	Organization	Check Box if Present
Stephanie Vick	DOH-Collier	✓
Jennifer Gomez	DOH-Collier	✓
John Drew	DOH-Collier	✓
Kristine Hollingsworth	DOH-Collier	✓
Danna Breeden	DOH-Collier	✓
Renee Williams	DOH-Collier	✓
Deb Logan	Blue Zones Project of SW Florida	✓
April Donahue	Collier Count Medical Society	<input type="checkbox"/>
Barry Williams	Collier County Parks and Recreation	<input type="checkbox"/>
Steve Carnell	Collier County Public Services	<input type="checkbox"/>
Tabatha Butcher	Collier County EMS	<input type="checkbox"/>
Alison Sutton	Collier County Public Schools	✓
Dr. Dena Landry	Collier County Public Schools	<input type="checkbox"/>
Dr. Kamela Patton	Collier County Public Schools	<input type="checkbox"/>
Lisa Fasanella	Community Health Partners	<input type="checkbox"/>
Mary Ann Guerra	David Lawrence Center	<input type="checkbox"/>
Jessica Lirja	David Lawrence Center	<input type="checkbox"/>
Jessica Siefer	David Lawrence Center	<input type="checkbox"/>
Dr. Elena Reyes	Florida State University	<input type="checkbox"/>
Javier Rosado	Florida State University	<input type="checkbox"/>
Michael Dalby	Greater Naples Chamber of Commerce	<input type="checkbox"/>
Brian Hemmer	Health Planning Council SW Florida	✓
Dr. Emily Ptaszek	Healthcare Network of SW Florida	<input type="checkbox"/>
Dr. Corin DeChirico	Healthcare Network of SW Florida	✓
Dr. Jaclynn Faffer	Jewish and Family Community Services, Naples Senior Center	✓
Pamela Baker	NAMI of Collier County	<input type="checkbox"/>
Michael Riley	NCH Healthcare System	✓
Paula DiGrigoli	Safe and Healthy Children's Coalition	✓

Appendix C: Comprehensive List of Community Partners Involved in CHIP Implementation

- Blue Zones Project of SWFL
- Collier County Growth Management
- Collier County Medical Society
- Collier County Parks and Recreation
- Collier County Public Schools
- David Lawrence Center
- Early Learning Coalition SWFL
- Florida Department of Health in Collier County
- Greater Naples Chamber of Commerce
- Health Planning Council SWFL
- Healthcare Network SWFL
- Healthy Start Coalition SWFL
- Jewish Family & Community Services
- NAMI of Collier County
- Naples Pathways Coalition
- NCH Healthcare System
- Precious Cargo Academy
- Safe & Healthy Children's Coalition
- UF/IFAS Family Nutrition Program



Mission:

To protect, promote, and improve the health of all people in Florida through integrated state, county and community efforts

Vision:

To be the healthiest state in the nation

Values:

ICARE – Innovation, Collaboration, Accountability, Responsiveness, Excellence

Culture Declaration:

I am valued and **I CARE**

Core Competencies

- Protect public health
- Assess and monitor public health
- Enhance access to healthcare
- Promote population health

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